ORDER

Orders	Order / Rev:	1599142		WISi 💽		
	Alt Order #:	08413272				
	Product Desc:	MIA MCLEOD, SC SD22				
	Estimate:	4594		WIS-TV		
	Flight Dates:	10/11/16 - 10/17/16	Primary AE:	Ryan Gordon		
	Original Date / Rev:	10/12/16 / 10/12/16	Sales Office:	H-DC		
	Order Type:	Political	Sales Region:	National		
Agency	Name:	Canal Partners Media				
	Buying Contact:		Billing Type:	Cash		
	Billing Contact:		Billing Calendar:	Broadcast		
		25 Whitlock Place SW, Suite 201	Billing Cycle:	EOM/EOC		
		Marietta, GA 30064	Agency Commission:	15%		
Advertiser	Name:	POL/Mcleod, Mia/D/SC Senate	New Business Thru:			
	Demographic:	A35+	Order Separation:	00:15:00		
	Product Codes:	PL610	Advertiser External ID:			
	Priority:	P 1	Agency External ID:			
	Revenue Codes:	Agency, Political, Pol-Candidate	Unit Code:	General		
Bill Plan			Totals			

Month

Totals

October 2016

Spots

51

51

Gross Amount

\$10,755.00

\$10,755.00

Net Amount

\$9,141.75

\$9,141.75

Rating

0.00

0.00

End Date

10/17/16

Start Date

09/26/16

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ryan Gordon			Start Of Order - End Of Order	100%

Net Amount

\$9,141.75

Order Share	Share	Total
WIS-TV	40%	\$10,755.00
Market	100%	\$26,887.50
Competitive Share	Share	Total

Spots Gross Amount

\$10,755.00

51

Competitive Share	Share	Total
EIS	0%	\$0.00
WACH	11%	\$2,957.62
WBHQ	0%	\$0.00
WLTX	30%	\$8,066.25
WOLO	19%	\$5,108.62
WRJA	0%	\$0.00
WRLK	0%	\$0.00
WZRB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 WISTV	10/14/16	6 10/14/16	NET Friday Hour 3	3 Comm	10-11PM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
			Dateline									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/10/16	10/16/16	1	1	\$350.00	0.00						
Spot Ch	Date Rai	<u>nge</u> D	escription escription	Start	/End Time	<u>\</u>	<u>Neekdays</u>	Leng	<u>ıth</u> <u>Rate</u>	Rtg Type		
1 VIST	/ 10/10/16	6-10/16/16 N	IET Friday Hour 3	10-1	1PM	-	F	- ::	30 (\$350.00)	0.00 NM		
Se	e MG 1.2											
2 VISTV	/ 10/14/16	5-10/14/16 N	IET Friday Prime Of	ther 1 9-11	pm	-	F	- :3	30 \$350.00	0.00 NM		
⊕ мо	G for 1.1 1	0/14	•									
2 WISTV	10/14/16	6 10/14/16		Comm	12-1230PN	Л1	:30	1	\$125.00P 6	0.00 NM	1	\$125.00

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Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Noon News									
W	<u>Star</u> /eek: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
			6 10/14/16	SYN EF 430-5P N SYN Millionaire	Л-F Comm	430-5pm	1	- :30	1	\$75.00P 6	0.00 NM	1	\$75.00
W	<u>Sta</u> /eek: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
4	WISTV	10/14/1	6 10/14/16	LOC WIS Sunrise WIS Sunrise @ 5	_	5-530am	1	- :30	1	\$85.00P 6	0.00 NM	1	\$85.00
W	<u>Star</u> /eek: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00						
5	WISTV	10/14/1	6 10/14/16	LOC Live @ Five Live @ Five	Comm	Live @ Five	1	- :30	1	\$200.00P 6	0.00 NM	1	\$200.00
W	<u>Stai</u> /eek: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
6	WISTV	10/14/1	6 10/14/16	LOC News @ Six News @ Six	Comm	6-630PM	1	- :30	1	\$500.00P 6	0.00 NM	1	\$500.00
W	<u>Staı</u> /eek: 10/	<u>rt Date</u> 10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
7	WISTV	10/14/1	6 10/14/16	LOC WIS News S WIS News Sunris		6-7AM	1	- :30	1	\$350.00P 6	0.00 NM	1	\$350.00
	/eek: 10/		End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
8			6 10/14/16	NET NBC Today	v 2		1	- :30	1	\$200.00P 1	0.00 NM	1	\$200.00
	/eek: 10/		End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
9			6 10/17/16	NET Monday Hou Timeless		10-11PM _	1	- :30	1	\$500.00P 6	0.00 NM	1	\$500.00
	/eek: 10/		End Date 10/23/16	Weekdays 1	Spots/Week 1	Rate \$500.00	Rating 0.00						****
10			6 10/17/16	NET The Tonight Tonight Show				- :30	1	\$150.00P 6	0.00 NM	1	\$150.00
	/eek: 10/		End Date 10/23/16	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00			\$405.00 D.O.	0.00.1114		\$405.00
11			6 10/17/16	LOC Noon News Noon News		12-1230PM	1	- :30	1	\$125.00P 6	0.00 NM	1	\$125.00
W	<u>Stai</u> /eek: 10	<u>rt Date</u> 17/16	End Date 10/23/16	<u>Weekdays</u> 1	Spots/Week 1		Rating 0.00						
12	WISTV	10/17/1	6 10/17/16	SYN EF 430-5P N SYN Millionaire	Л-F Comm	430-5pm	1	- :30	1	\$75.00P 6	0.00 NM	1	\$75.00
W	<u>Staı</u> /eek: 10/	<u>rt Date</u> 17/16	End Date 10/23/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
13	WISTV	10/17/1	6 10/17/16	LOC Live @ Five Live @ Five	Comm	Live @ Five	1	- :30	1	\$200.00P 6	0.00 NM	1	\$200.00
W	<u>Staı</u> /eek: 10/	<u>rt Date</u> 17/16	End Date 10/23/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
14	WISTV	10/17/1	6 10/17/16	LOC WIS Sunrise WIS Sunrise @ 5		530-6am	1	- :30	1	\$200.00P 1	0.00 NM	1	\$200.00
	/eek: 10/		End Date 10/23/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
15				LOC Live @ 530p		LIVE @ 530p		- :30	1	\$200.00P 6	0.00 NM	1	\$200.00
	/eek: 10/		End Date 10/23/16	Weekdays 1	Spots/Week 1	\$200.00	Rating 0.00			0050 005 6	0.00		#050 00
16	WISTV	10/17/1	6 10/17/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	1	- :30	1	\$350.00P 6	0.00 NM	1	\$350.00
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time I	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
16 WISTV	10/17/1	6 10/17/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	1.		:30	1	\$350.00P 6	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date	End Date 10/23/16	Weekdays 1	Spots/Week	<u>Rate</u> \$350.00	Rating	='						
		6 10/17/16	NET NBC Today NBC Today Show					:30	1	\$350.00P 6	0.00 NM	1	\$350.00
<u>Sta</u> Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00	="						
18 WISTV	10/15/1	6 10/15/16	LOC 11:00 PM N 11:00 PM News	ews Comm	11-1135PM		1-	:30	1	\$300.00P 6	0.00 NM	1	\$300.00
<u>Sta</u> Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00	='						
19 WISTV	10/15/1	6 10/15/16	NET Saturday Nig Saturday Night L	•	1130-1xm		1-	:30	1	\$150.00P 6	0.00 NM	1	\$150.00
<u>Sta</u> Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00	='						
20 WISTV	10/15/1	6 10/15/16	LOC News @ Six News @ Six (Sat		6-630PM	630-7p-	1-	:30	1	\$125.00P 6	0.00 NM	1	\$125.00
Sta Week: 10/	rt <u>Date</u> /10/16	End Date 10/16/16	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00	='						
		6 10/15/16	LOC WIS News S WIS News Sature				1-	:30	1	\$100.00P6	0.00 NM	1	\$100.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	='						
Week: 10/ N22 WISTV		10/16/16 6 10/16/16	1- RI Fix It & Finish	It Comm	\$100.00 1130-12xm	0.0	0 1	:30	1	\$10.00P 6	0.00 NM	1	\$10.00
Sta	rt Date	End Date	RI Fix It & Finish Weekdays	It Spots/Week	Pate	Rating							
Week: 10/	10/16	10/16/16	1	1	Rate \$10.00	0.00	0						
	Date Ra 10/10/1		escription RI Fix It & Finish It		t/End Time)-12xm			<u>eekdays</u> S	<u>Len</u> u		Rtg Type 0.00 NM		
	e MG 22 ROGRAN	.2 1 CHANGE]								, ,			
2 VISTV		6-10/16/16 R	I Right This Minute	e 12-1	230xm			S	u	:30 \$10.00	0.00 NM		
			LOC News @ Six News @ Six (Su		6-630pm 63	30p-7pr - ·	1	:30	1	\$250.00P 1	0.00 NM	1	\$250.00
<u>Sta</u>	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating	<u>l</u>						
Week: 10/		10/16/16	1 NET NBC Sunda	1 v TodovComm	\$250.00	0.0	1	.20	1	\$150.00P 6	0.00 NM	1	\$150.00
24 WISTV	10/10/1	0 10/10/10	NBC Sunday Too		0-9AW		1	:30	1	\$150.00F 0	0.00 NM	1	φ150.00
<u>Sta</u> Week: 10/	rt <u>Date</u> /10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00	='						
25 WISTV	10/13/1	6 10/13/16	NET Days of Our Days of Our Live		1-2PM		1	:30	1	\$100.00P 6	0.00 NM	1	\$100.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/16/16	Weekdays 1	Spots/Week	<u>Rate</u> \$100.00	Rating 0.0	='						
		6 10/13/16					1	:30	1	\$75.00P 6	0.00 NM	1	\$75.00
<u>Sta</u> Week: 10/	rt Date /10/16	End Date 10/16/16	Weekdays	Spots/Week	<u>Rate</u> \$75.00	Rating 0.00	='						
		6 10/13/16	LOC 11:00 PM N 11:00 PM News	•	11-1135PM		1	:30	1	\$300.00P 6	0.00 NM	1	\$300.00
<u>Sta</u> Week: 10/	rt Date 10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00	='						
28 WISTV	10/13/1	6 10/13/16	LOC Live @ 4PM Live @ 4PM	l Comm	4-430pm		1	:30	1	\$50.00P 6	0.00 NM	1	\$50.00
<u>Sta</u> Week: 10/	rt Date 110/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00	='						
29 WISTV	10/13/1	6 10/13/16		Comm	5-530am		1	:30	1	\$85.00P 6	0.00 NM	1	\$85.00

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Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch	Start	End	Inventory Code		Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			LOC WIS Sunrise WIS Sunrise @ 5	_								
<u>Sta</u> Week: 10/	<u>rrt Date</u> /10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00						
30 WISTV	10/13/1	6 10/13/16	LOC Live @ 530p LIVE @ 530p	Comm	LIVE @ 530p	1	:30	1	\$200.00P 6	0.00 NM	1	\$200.00
<u>Sta</u> Week: 10/	rt <u>Date</u> /10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
31 WISTV	10/13/1	6 10/13/16	LOC 7:00 Report 7:00 Report	Comm	7-730PM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
Sta Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
32 WISTV	10/13/1	6 10/13/16	NET NBC Today Show		7-9AM	1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
Sta Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
33 WISTV	10/13/1	6 10/13/16	NET Thursday Ho Chicago Med	ur 2 Comm	9-10PM	1	:30	1	\$400.00P 6	0.00 NM	1	\$400.00
<u>Sta</u> Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
34 WISTV	10/11/1	6 10/11/16	NET Days of Our Days of Our Lives		1-2PM	-1	:30	1	\$100.00P 6	0.00 NM	1	\$100.00
Sta Week: 10/	rt <u>Date</u> /10/16	End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
35 WISTV	10/11/1	6 10/11/16	NET NBC Today S NBC Today Show		10-11am	-1	:30	1	\$75.00P 6	0.00 NM	1	\$75.00
Week: 10/		End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
		6 10/11/16	NET Tuesday Hou Chicago Fire			-1	:30	1	\$500.00P 1	0.00 NM	1	\$500.00
Week: 10/		End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
		6 10/11/16	Tonight Show				:30	1	\$150.00P 6	0.00 NM	1	\$150.00
Week: 10/		End Date 10/16/16	Weekdays -1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
		6 10/11/16	LOC Live @ 4PM Live @ 4PM		4-430pm	-1	:30	1	\$50.00P 6	0.00 NM	1	\$50.00
Sta Week: 10/		End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
39 WISTV	10/11/1	6 10/11/16	LOC WIS Sunrise WIS Sunrise @ 5	_	5-530am	-1	:30	1	\$85.00P 6	0.00 NM	1	\$85.00
<u>Sta</u> Week: 10/	<u>rt Date</u> /10/16	End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00						
40 WISTV	10/11/1	6 10/11/16	LOC Live @ 530p LIVE @ 530p	Comm	LIVE @ 530p	-1	:30	1	\$200.00P 6	0.00 NM	1	\$200.00
Sta Week: 10/	rt <u>Date</u> /10/16	End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
41 WISTV	10/11/1	6 10/11/16	LOC WIS News S WIS News Sunris		6-7AM	-1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
Week: 10/		End Date 10/16/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
		6 10/11/16	NBC Today Show	1	7-9AM	-1	:30	1	\$350.00P 6	0.00 NM	1	\$350.00
Week: 10/		End Date 10/16/16	Weekdays -1	Spots/Week 1	Rate \$350.00	Rating 0.00						
43 WISTV	10/12/1	6 10/12/16	LOC 11:00 PM Ne 11:00 PM News	ews Comm	11-1135PM	1	:30	1	\$300.00P 6	0.00 NM	1	\$300.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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Order / Rev: 1599142 Advertiser: POL/Mcleod, Mia/D/SC Senate

Alt Order #: 08413272 Product Desc: MIA MCLEOD, SC SD22 WIS-TV

Flight Dates: 10/11/16 - 10/17/16 Estimate: 4594

Ln Ch Start End	Inventory Code Break	Start/End T	ïme Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
43 WISTV 10/12/16 10/12/16		11-1135PM	1	:30 1	\$300.00P 6	0.00 NM	1	\$300.00
	11:00 PM News							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	•	\$300.00	0.00		475.00 0.0	0.00.1114		A75 00
44 WISTV 10/12/16 10/12/16	SYN DY 11-12P M-F Comm Live W/Kelly	11A-12P	1	:30 1	\$75.00P 6	0.00 NM	1	\$75.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	1 1	\$75.00	0.00					
45 WISTV 10/12/16 10/12/16	NET Late Night Comm	1235x-135x	1	:30 1	\$15.00P 6	0.00 NM	1	\$15.00
40 110 10/12/10	Late Night	1200% 100%	-	.00	Ψ10.001 0	0.00 14101		ψ10.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	1 1	\$15.00	0.00					
46 WISTV 10/12/16 10/12/16	LOC Live @ 4PM Comm	4-430pm	1	:30 1	\$50.00P 6	0.00 NM	1	\$50.00
	Live @ 4PM							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/10/16 10/16/16	1 1	\$50.00	0.00					
47 WISTV 10/12/16 10/12/16		430-5pm	1	:30 1	\$75.00P 6	0.00 NM	1	\$75.00
	SYN Millionaire							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	1 1	\$75.00	0.00					
48 WISTV 10/12/16 10/12/16	LOC WIS Sunrise @ 53@omm	530-6am	1	:30 1	\$200.00P 1	0.00 NM	1	\$200.00
	WIS Sunrise @ 530am							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16		\$200.00	0.00	:30 1	\$500.00P 6	0.00 NIM	4	# F00 00
49 WISTV 10/12/16 10/12/16	News @ Six Comm	6-630PM	1	:30 1	\$500.00P 6	0.00 NM	1	\$500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	1 1	\$500.00	0.00					
	NET NBC Today Show Comm		1	:30 1	\$350.00P 6	0.00 NM	1	\$350.00
00 1110 10712710 10712710	NBC Today Show	7 07 1111	-	.00	φοσσ.σσ. σ	0.00 11111	•	ψοσσ.σσ
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/10/16 10/16/16	1 1	\$350.00	0.00					
51 WISTV 10/12/16 10/12/16	SYN PA 730-8P M-F Comm	730-8PM	1	:30 1	\$300.00P 6	0.00 NM	1	\$300.00
	Entertainment Tonight							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/10/16 10/16/16	1 1	\$300.00	0.00					

Totals 51 \$10,755.00